

STUDENT CONFERENCE
ATTENDANCE
AWARD APPLICATION

**National Minority Enterprise
Development Week Conference 2004**

*"Forward to the Future, Minority Business Enterprise:
The National Priority"*

September 8—September 10, 2004
Omni Shoreham Hotel, Washington, D.C.

**Pre-Conference Event:
Emerging Business Leaders Summit**
September 6—7, 2004



Hosted by the U.S. Department of Commerce's Minority Business Development Agency (MBDA), in collaboration with the U.S. Small Business Administration's Office of Government Contracting and Business Development and other public and private-sector partners.

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About the National Minority Enterprise Development (MED) Week Conference and the Emerging Business Leaders Summit (EBLS)

The Emerging Business Leaders Summit (EBLS) is sponsored by the U.S. Department of Commerce's Minority Business Development Agency (MBDA), which, along with the U.S. Small Business Administration's Office of Government Contracting and Business Development, hosts the National Minority Enterprise Development (MED) Week 2004 Conference.

In its 22nd year, National MED Week is the largest federally sponsored event held on behalf of minority businesses and is a major media event. MED Week, designated by Proclamation of the President of the United States since 1983, recognizes and promotes the achievements of the Nation's minority-owned and controlled business enterprises and their supporters.

EBLS addresses the need for minority students to consider entrepreneurship as a career option. African American, Hispanic, Asian, and Native American students are graduating from business schools across the Nation by the scores. Many of these students are completing their undergraduate and graduate programs with the skills necessary to address the economic needs of their communities and the Nation. However, many minority students have not considered the possibility of entrepreneurship.

The two-day comprehensive Summit will explore the challenges and opportunities of entrepreneurship. Workshop topics will focus on access to capital, access to markets, leadership skills and emerging trends in the domestic and global marketplace. In addition to these exciting workshops, students will participate in a forum on Leadership. Immediately following EBLS, the students will attend the 22nd Annual National MED Week Conference. Students selected to attend will be given a full Conference package that includes travel, meals, and hotel accommodations for the period of September 5-10, 2004. This timeframe includes the National MED Week Conference, September 8 - 10. EBLS and National MED Week 2004 will be held at the Omni Shoreham Hotel in Washington, D.C. For more information, visit the official website for National MED Week at www.medweek.gov.

EBLS Students - 2003



EBLS Workshops & Forums

Effective Leadership and Communication Skills

Almost every business has to have an effective team of stakeholders (I.e. staff, partners, suppliers, etc.) to operate and grow. In many cases, the success or failure of the business is determined by the chemistry of the team. Nonetheless, a team is usually shaped and defined by the quality of its leadership. With this in mind, the plenary session will examine various leadership styles and the communication barriers that many entrepreneurs face in small business operations.

An Action Plan for Creating a Financial Growth Strategy for Your Business

The startup phase of any business is typically one of the most frustrating periods. Most of this frustration is due to the ongoing challenge of finding capital for a new business and maintain a sufficient amount of cash flow. In many cases, startup businesses must look for creative methods of financing their operations. Consequently, this session will focus on identifying creative methods for developing capital as well as help the participants begin to develop an action plan that will help them implement their strategies.

Where There is a Contact, There is a Contract

During MED Week and EBLS, student participants will be exposed to many influential business people from around the country. MED Week provides a great opportunity for students to begin building their databases with public and private sector contacts. To utilize these contacts, students must learn about contracting with government agencies and corporations. This workshop will help young entrepreneurs learn about becoming a supplier and introduce them to the concept of value-chain management.



Commercialization of Technology: The Entrepreneurial Threshold

Most of the businesses in the global economy that have high profit margins are generally the ones creating new and unique products. These new products also have a great degree of commercial value and demand. Unfortunately, the commercialization of technology has been a strategy that most minority business owners do not use. To begin changing this trend, this session will introduce students to the concept and technology transfer and help participants recognize the opportunities that exist in technology development.

Leadership Forum

Although students are exposed to seminars, few speakers talk about the details of how they overcame obstacles. How were certain business decisions made? What is the essence of true leadership? When was their leadership tested and how did they handle the situation? This forum will attempt to answer these questions and more through a panel discussion. A diverse panel is being developed to provide insight on leadership from many different perspectives.

Fifth Annual National EBLS Business Plan Competition

Business Plan Competitions are gaining popularity among investment groups as a means of identifying viable start-up entities. This year, EBLS is expanding the Business Plan Competition to include five Regional Business Plan Competitions that lead to the National Competition. EBLS participants will have an opportunity to hear oral presentations from 10 national competitors and will benefit from questions presented by judges.

Speakers

EBLS speakers, panelists, and judges will be announced at a later date.

EBLS Conference Attendance Award

Entry Deadline

July 16, 2004

Announcement of Winners

July 30, 2004

Awards

75 winners will be sponsored to attend National MED Week and EBLs. Sponsorship includes Conference registration, travel, hotel, ground transportation to and from the hotel, and meals.

Eligibility

- Applicants must be currently enrolled in a technical school, community college, four-year college, or university (includes graduate level students). High school students will be accepted on a case-by-case basis. Parents must accompany any high school student (please call for more information).
- Applicants must be willing and able to attend EBLs and National MED Week from September 5– September 10, 2004. EBLs organizers will assist students with acquiring class attendance waivers to attend the Conference.
- No specific major is required.

Application Requirements

- **Applications can be downloaded from www.mbda.gov.**
- PLEASE TYPE OR PRINT IN BLACK INK the enclosed Conference Sponsorship Application. Complete all questions using additional sheets as directed.
- Complete the essay questions.
- Include two Confidential Recommendation Letters. The references should be from faculty members familiar with your academic achievements and career goals. The inclusion of additional recommendation letters will not detract from your application, and in some instances may enhance your application packet.
- Please submit a resume to give reviewers a better appreciation for your background and experience.
- Submit application with all of the supporting documents before June 18, 2004. Entries must be postmarked by the deadline.
- Applications must be sent to Carlos E. Guzman, EBLs Coordinator at 2 Hamilton Court, Potomac Falls, Va. 20165. As an alternative, entries can also be faxed to: (202) 482-2696.
- **Note: Students participating in the EBLs Business Plan Competition should submit their plans with the application. Students DO NOT have to participate in the EBLs Business Plan Competition to be eligible to participate in the Summit.**

Selection Criteria

Students will be selected to attend National MED Week and EBLs by MBDA National Enterprise Centers (visit www.mbda.gov for more information on The National Enterprise Centers). Applications will be evaluated based on the following criteria:

1. Timeliness and completeness
2. Showing clear leadership and/or entrepreneurial aspirations
3. Experience, community involvement, and other extracurricular activities

EBLS is seeking to have a diverse group of student attendees.

Travel & Accommodations

Conference Site

The Omni Shoreham Hotel
2500 Calvert Street N.W.
Washington, D.C. 20008
(202) 234-0700/ 1-800-THE-OMNI
www.omnihotels.com



Room Reservations

All room reservations will be coordinated by EBLs organizers. Check-in time begins at 3:00 p.m. on Sunday, September 5; and Checkout time is before 12:00 noon on Saturday, September 11. *Local and long distance telephone calls, room service, and other incidentals are the sole responsibility of each student. For a small deposit or with a credit card, hotel incidentals like phone calls can be accommodated. MBDA will not pay for or reimburse any student who incurs personal hotel charges.*

Meals/Money/Alcoholic Beverages

Breakfast, lunch and dinner are included in the Conference package. However, it is strongly suggested that extra spending money be available, if needed, for additional meals, entertainment and emergencies.

Students attending National MED Week are not allowed to drink alcoholic beverages at any time during the Conference. Any student (regardless of age) that is observed drinking alcoholic beverages will be immediately sent back to school with a letter of explanation sent to school administrators.

Transportation

Unless otherwise stated, all students flying in to Washington, D.C. will arrive and depart from Reagan National Airport located in Alexandria, VA, which is located only 20 minutes from the Omni Shoreham Hotel. Some students will be traveling by train. Amtrak is located in Union Station in the centre of Washington, D.C., and is 15 minutes from the Omni Shoreham Hotel. Transportation to and from the airport and train station will be provided.

Dress/Attire

Dress for the National MED Week Conference and EBLs is professional business attire. Formal attire is requested for the National MED Week's Awards Gala.

Rules & Regulations

All student attendees will be required to attend all events and fully participate. Students that do not cooperate with EBLs organizers, MED Week organizers, or MBDA staff, will be sent back to school immediately. A letter will also be sent to school officials explaining the reasons for early return.



EBLS STUDENT CONFERENCE ATTENDANCE APPLICATION

Participating in the Business Plan Competition?

☐ Yes ☐ NoInterested in EMBL? ☐ Yes ☐ No ☐ UnsureEssay attached? ☐ Yes ☐ No**Student Information**

First Name	MI	Last Name
Date		Birth Date
Ethnic Origin		Gender

Permanent Address

Home Address	Home Phone
	Home Fax
City	Email Address
State	Web Site
Country	

School Residence Address & Information

School	Phone
Address	Current Email Address
	Degree Attaining (circle) : AA AS BS BA
	Masters PhD
City	Classification: 1yr 2yr 3yr 4yr ?
State	More
Zip	Cum. GPA
Major	Minor

List extracurricular activities and leadership positions.

Please list any awards and honors.

Describe work and volunteer experiences.

Note: Students selected to attend National MED Week and EBLs must attend the entire conference period September 5 -10, 2004. Letters will be sent to colleges and universities for class attendance waivers upon request.

Signature

Date

EBLS Application continued...

Essay Questions

- (A) Please describe your career and/or entrepreneurial aspirations.
- (B) Identify three specific personal traits/characteristics you possess. Briefly describe how these characteristics would contribute to your success if you were selected to participate in EBLs.
- (C) Most organizations have a vision statement that expresses the organization's purpose and direction. Write a personal vision statement that describes you. Your statement should incorporate your current career goals, and how the experience gained as a participant in this program will aid you in achieving these goals.

EBLS Business Plan Competitions

Entry Deadline for Business Plans

July 16, 2004

Note: Students participating in the EBLs Business Plan Competition should submit their plans with their application.

Announcement of Regional Participants

July 30, 2004

Awards

- Each MBDA Regional Office will publicly announce two regional participants
- Two representatives in each of the five MBDA regions shall receive sponsorships to attend the Emerging Business Leaders Summit and the National MED Week Conference to compete in the National EBLs Business Plan Competition.

National EBLs Business Plan Competition– Deadline for Revisions

Revisions to any plans already received by MBDA will be handled on a case by case basis and no revisions will be allowed 5 business days after the deadline.

National EBLs Oral Presentations & Announcement of Winners

During EBLs, the ten regional participants will be judged on an oral presentation as well as the actual written plan. The oral presentations will be made in front of a live audience and competition judges. Each business plan presenter will be provided 20 minutes for presentation, questions, and answers. The oral presentations will be conducted on September 8, 2004.

Awards

- MBDA will publicly announce 1st, 2nd, and 3rd place winners during the National MED Week's 2004 Welcome Reception
- Winners will be directly introduced to prospective financing sources during National MED Week
- 1st place winner shall receive an award (To be determined). Last year's winner received a scholarship to attend the Darden Minority Business Executive Program at the University of Virginia (Sponsorship valued at \$4,600)

Eligibility

Individuals must first apply to attend EBLs and National MED Week. Note: Applicants may still be awarded sponsorship to attend National MED Week without winning the Regional EBLs Business Plan Competition. To enter the Business Plan Competition, the businesses being entered must be 51% minority or women-owned ventures. Business plans being entered in the competition can be presented by a team of students. All students presented must be able to verify that they are full or part-time undergraduate or graduate level students. High school students will be accepted on a case-by-case basis.

Entry Requirements

- Complete EBLs Conference Sponsorship Application and notate “yes” to participating in the Business Competition in the top right-hand corner of application.
- Submit EBLs Application, essay, and a complete Business Plan before July 16, 2004. Entries must be postmarked by the deadline.
- Entries must be sent to Carlos E. Guzman, EBLs Coordinator at 2 Hamilton Court, Potomac Falls, Va. 20165. As an alternative, entries can also be faxed to: (202) 482-2696 or online using www.mbda.gov.

Entries should include the following information:

1. Executive Summary – A two to three-page synopsis of the business plan.
2. Description of the product, service, or business model.
3. Management Team requirements – Job descriptions for key people and details on the team members who will implement the plan.
4. Implementation Plan with timeline and action steps.
5. Market Analysis – Market size, market potential, and customer profile.
6. Marketing Plan – Pricing, promotion, and channels of distribution.
7. Risks and extraordinary opportunities – Technology, market, competition, etc.
8. Operational Plan including the organization chart, location, flowcharts, strategic partners, etc.
9. Financials – Projected cash flow, profit and loss, balance sheet, assumptions, and potential sources and uses of capital.

Disqualifications

Entries will be disqualified if:

- They are incomplete.
- The business being presented is not 51% owned by minorities or women.
- The competition team is not composed of students.

Confidential Intellectual Property

Sponsoring organizations, observers, or judges will not make claim on any intellectual property. All EBLs organizers and observers with access to the entries sign nondisclosure agreements (NDAs). Participants are requested to mark “BUSINESS PROPRIETARY” on any confidential portion of their entries. They are also encouraged not to disclose any patentable concepts.

NDAs signed by organizers, observers, and judges remain in effect for one year following the public announcement of Regional and National winners. Winners will be expected to approve information that can be released to the public, and MBDA reserves the right to announce the winners and their businesses by name. **MBDA will not take further responsibility for protecting the intellectual property of other rights of participants.**

All copies of business plans will be immediately destroyed after screening and judging sessions.

Judging

The judging and screening panels for the Regional and National competitions will consist of:

- Angel Investors
- Venture Capitalists
- Successful Entrepreneurs
- Business Leaders
- Business Professors from Colleges and Universities
- Regional MBDA Officials

Entries will be judged on the following criteria:

- Meeting competition requirements
- Timeliness and completeness
- Profit potential and viability

All entries will be provided a summary of feedback from screeners and judges.

EBLS Student Awards

Deadline for Nominations

June 16, 2004

Announcement of Winners

September 6, 2004

Awards

- Student Entrepreneur of the Year—Recognizes a student business owner who has started and maintained an innovative business for at least one year.
- Student Mentor of the Year—Recognizes a student who has demonstrated leadership qualities by mentoring other young individuals.
- Student Community Builder of the Year—Recognizes a student-owned business that has demonstrated solid involvement and outreach with his/her business in their community.

Entry Requirements

- Complete EBLs Event Sponsorship Application process.
- Prepare brief description of student's business and/or activities that qualify student for any of the awards.
- Have a third party complete nomination form. Self nominations are not acceptable.
- Submit EBLs Sponsorship Application, essay, nomination form, business/activities description, and other supporting information (i.e., business advertising information, website information, new articles, references, etc.) before June 18, 2004. Entries must be postmarked by the deadline.
- Entries must be sent to Carlos E. Guzman, EBLs Coordinator at 2 Hamilton Court, Potomac Falls, Va. 20165. As an alternative, entries can also be faxed to: (202) 482-2696 or online using www.mbda.gov.

Eligibility

Nominations must meet the same eligibility requirements that pertain to the general Conference sponsorship.

Selection Criteria

Entries will be judged on the following factors:

- Involvement in entrepreneurial activities and demonstrated leadership.
- Encouragement of fellow students and young people.
- Demonstrated evidence of his/her contributions to community.



EBLS Awards Nomination Form

Student Name:		
Business Name:		
Business Address:		
City:	State:	Zip Code:
Office Telephone:		Fax:
E-mail Address:		Web-Site:
Type of Business/Service:		

Which award category are you selecting for the nominee? (Check One)

- _____ Student Entrepreneur of the Year
- _____ Student Mentor of the Year
- _____ Student Community Builder of the Year

Nominator's Name:		
Nominator's Address:		
City:	State:	Zip:
Nominator's Telephone:		E-mail Address:

Briefly describe why the nominee or their business should receive an award.

Signature of Nominator: _____ Date: _____

Additional Opportunity with the Emerging Business Leaders Summer Institute

Announcement of Winners

April, 2005

General Information

EMBL is an initiative developed through a partnership between the Robert C. Byrd National Technology Transfer Center (NTTC) and the Minority Business Development Agency (MBDA), located on the campus of Wheeling Jesuit University.

EMBL sponsors a two-week, executive-style Summer Institute designed to instruct students on the fundamentals of entrepreneurship, technology management and the principles of leadership and self-management. Students also receive valuable insight from prominent guest speakers who represent major corporations and government agencies from across the country.

Duration

EMBL participants will spend two weeks at the NTTC. Students are expected to attend all portions of the Institute.

Eligibility

EMBL is open to minority students and all students from Historically Black Colleges and Universities as well as other Minority-Serving Institutions who are rising juniors, seniors and graduate students by the program application due date and who are enrolled full time in an appropriate discipline. The program also prefers that applicants have at least a G.P.A. of 3.25.

Academic Disciplines

Students studying an appropriate business, science or technology-related disciplines are eligible to apply.

Qualifications/Selection

Selection as an EMBL awardee is based on the applicant's record of academic performance, application essay, letter of recommendation, career plan and compatibility of the applicant's interests with the goals of the EMBL. Students selected to participate will be notified by the end of March.

Benefits

During the Summer Institute, room, board, tuition and fees, plus a \$1,000 scholarship, are provided. A limited travel allowance will be paid on a reimbursable basis.

Application Process

If you are interested in apply for the EMBL Summer Institute for 2005, please designate your interest in the program in the top right-hand corner of the EBLs application. Your EBLs application will be submitted to NTTC for consideration in this additional program.

TO: All Applicants for EMBL Program Awards

SUBJECT: THE PRIVACY ACT OF 1974

The Privacy Act of 1974 was enacted, in part, to assure that personal information obtained concerning individuals is not used improperly. The Department of Commerce, which funds the EMBL program, has established rules and regulations that implement the Privacy Act.

A number of informational documents will be generated as a result of your application for an EMBL award. Among those documents may be application forms, letters of recommendation, college or university endorsements, transcripts of grades, faculty endorsements, reports of graduate record examinations, security questionnaires, etc. The information is needed to enable the NTTC and the host facility to determine if a meaningful assignment is possible. Collection of the requested information is authorized by the Department of Commerce under its organizational legislation.

The application and related documents are reviewed by the NTTC and the host organization or facility. The reviews are made to determine whether the applicant meets the selection criteria established for participation in the program. Security questionnaires and related documents are needed when security access authorizations are required for particular sites.

Since the information is essential to ensure a fair selection process, an applicant cannot be considered unless he or she provides the appropriate information.

TO: National Technology Transfer Center

Attn: Program Manager, EMBL
Wheeling Jesuit University
316 Washington Avenue
Wheeling, WV 26003

A. RE: RELEASE OF PERSONAL INFORMATION

In accordance with the Privacy Act of 1974 (Public Law 93-579) and the Family Educational Rights and Privacy Act (Public Law 93-380), any of the following items or related attachments of personal information which are supplied by me or at my request to the NTTC/EMBL may be released to the NTTC/EMBL, Federal agencies, participating Federal, industrial, and educational entities, and cognizant review panels as needed by the NTTC/EMBL to facilitate its purposes as an administrator of science and engineering education programs:

- a. Application forms and related attachments
- b. Letter of recommendation
- c. Faculty endorsements
- d. Personnel security questionnaires and attachments
- e. Summaries of research and program

Date

Signature

Print Name

NOTE: This "Release of Personal Information" must be signed and returned with your application before consideration for an award can be given.

B. RE: USE OF OTHER PARTICIPANT INFORMATION

To promote, evaluate, or otherwise describe this award program, I give exclusive, perpetual permission to EMBL, the DOC, the NTTC, and their agents, to use (free of charge) any program-related photographs in which I appear and to use and cite any evaluative or judgmental comments, oral or written, attributable to me which I may make about the

Date

Signature

NOTE: Consideration for an award is not contingent upon your consent to this "Use of Other Participant Information".
